



DIGITAL SKILLS
... AUTHORITY ...



E-LEARNING EDITION

OVERVIEW



Master the Art of Online Selling!

Get instant access to the industry leading online e-business course. Subscribe to the 2025 e-learning only edition of this globally recognized e-commerce certification program. Master international e-commerce planning and management, content strategy and customer experience, web merchandising for maximum sales, plus an introduction to digital marketing and advertising. You will have access to the latest insights and tips on artificial intelligence and emerging technologies, as you study for a Certificate in Online Business™.

Price per subscriber \$1,350 (incl. tax) includes: -

- 90-days access to around 25-hours of high-impacting interactive online lessons and workshops (compatible with Tablets, Windows and Mac PCs)
- Downloadable e-learning versions of the 8 official COB Certified E-Commerce Manager course books

Taking the Exam

- Includes Digital Skills Authority exam administration costs (excludes retakes)
- Digital Skills Authority remote live exam attendance with invigilator - Add \$185 or
- Exam attendance in person at 'Authorized Testing Centers', bookable and payable direct to testing centers around the globe. Prices vary, [full details](#)

AUDIENCE

Who should take the course

- E-Commerce Directors and Managers
- Heads of Online
- Web Merchandisers and Store Managers
- Business Owners



OUTCOMES



During and / or further to the course, you will be encouraged to: -

- Develop an e-commerce plan, take responsibility, or contribute to your organization's e-commerce
- Identify, understand and manage e-commerce risks
- Assess team and supplier responsibilities for implementing e-commerce, digital marketing, online content and customer experience
- Identify and select or help to select the right choice of suppliers
- Lead or contribute to online store structure, product categorization and merchandising needs
- Identify current e-commerce activities needing improvement or change
- Based on the introductory digital marketing lessons, identify e-marketing activities needing improvement or change



The COB Certified E-Commerce Manager program delivers a full overview of all aspects that must be considered for e-commerce. It is based on case studies, web demos and workbooks to get the fundamentals.

CHARLY LUPART

Then End User Industry Marketing Director,
Schneider Electric

BENEFITS

- Learn how to engage your customers to buy, subscribe and interact
- Gain valuable tips to increase sales and reduce costs
- Understand and learn how to avoid the common pitfalls
- Discover new technologies and tactics for e-commerce
- Learn how to attract customers to your store
- Complete high-impacting practical exercises
- Gain a globally recognized industry certification

COURSE CONTENT



The interactive online lessons, powerful guides and workbooks will give you the following learning: -

E-Business Strategy and Planning

Learn how to plan effectively for online business to save time, resources, and money. This valuable strategy and planning training will help you to develop and plan your e-business strategy.

The downloadable e-book '*E-Business Strategy, Planning and Management Workbook*' and online lessons will give you the following essential learning: -

- Understand the meaning and scope of e-business and what models fit your business
- Discover different revenue models for your online business
- Learn how to develop your e-business strategic plan
- Identify and manage e-business risk
- Gain an introduction to e-project management
- Discover how to select and work with developers and agencies effectively
- Gain expert insight into cost-saving project management tools

E-Commerce Planning

Discover how a profitable store should be implemented or improved for your business!

The downloadable e-book '*E-Commerce Planning and Implementing a Profitable Store*' and online lessons, will deliver the following powerful learning: -

- E-commerce, its benefits, and risks
- The motivators behind why customers buy online
- Online store considerations and choosing the right storefront solution
- Developing requirements for stock, tax, shipping, and accounting
- The requirements, pitfalls, and benefits of secure online payments
- Introduction to web merchandising and the art of online selling
- E-commerce law overview

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I've been able to begin restructuring things on this end. I found the course so beneficial... Everything I learned the E-Commerce Management Course was current and appropriate to my day-to-day work. The course challenged me to think outside my normal thought process and apply what I had learned to other businesses outside of my expertise.

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MELANIE NEWELL,
Then Assistant Manager - eBay Outlet Store,
House of Fraser

*I would recommend the course...
the content is extensive so it will equip you
well for the future, whether it be your own
business or in your workplace.*

CHRIS CHAPMAN,
Then Online Commercial Performance Manager,
Three - Hutchison 3G

Content Strategy and Customer Experience

Engage your customers to buy, subscribe and interact!

The downloadable e-book '*Content Strategy and Customer Experience Workbook*', and online lessons will give you access to the following essential learning: -

- Learn how to plan, prepare, and publish engaging, marketable, valuable, and accessible website content, that will attract and retain your customers
- Master the art of online audience engagement
- Learn how to powerfully present ideas, information, and other content online to maximise sales
- Gain optimal web writing and search engine optimization techniques



Digital Marketing

Learn how to market your products and services effectively to the right audience, in an engaging way.

The high-impacting online lessons and downloadable e-books '*Email Marketing Best-Practice Guide*' and '*Introduction to Digital Marketing and Advertising*', will give you the following essential learning: -

- Learn how to develop an optimal marketing plan
- Assess what traditional and digital marketing channels will work best for you
- Master the art of effective messaging
- Gain an introduction to digital advertising
- Discover search engine marketing
- Explore banner and video advertising
- Learn how to harness viral and affiliate marketing
- Get email marketing know-how
- Get introduced to social media marketing and online PR

Share Your Achievement

Once you have passed your exams you will be awarded your own unique verifiable credential (Secured through Blockchain).

- Share on your LinkedIn profile
- Announce over social media, through email and WhatsApp
- Share with recruiters and employers
- Maintain an online career journey with helpful salary insights
- Receive a downloadable certificate and embed your certification badge on your résumé or website

What else?

You will have access to online quizzes, hands-on exercises, revision practice questions, and useful time and cost-saving templates.

GET COURSE



You are just 3 steps away! For any questions visit digitalskillsauthority.org/contact

STEP
01

SUBSCRIBE
to industry's
certification course.
[SUBSCRIBE NOW](#)

STEP
02

PAY OR ACCESS
- follow the payment
instructions or enter
'Subscriber Access Code'

STEP
03

IDENTIFY
Pass Secure ID
verification checks



SCAN TO
SUBSCRIBE

